

Amendments to Claims

1-12 Canceled.

13. (Currently Amended) A method of making magazines which include a pop-up structure wherein a pop-up piece is operatively attached between facing pages, which method comprises:

printing a plurality of signatures on a web fed press, which signatures each include at least two pairs of consecutively numbered or designated pages which are designed for assembly to create a magazine,

conveying said signatures along a path as a part of the assembly of a magazine,

providing a plurality of similar flat pop-up pieces at a location adjacent said path, which pieces ~~that~~ are die-cut single sheets and carry indicia relevant to advertising that appears on one of said consecutive pages and also carry pressure-sensitive adhesive on a front surface, said pieces being attached to one another in series as a strip with a line of weakness between adjacent pieces,

bursting each said piece along the line of weakness from the following piece in said strip,

placing one of said burst pieces upon a specific location on each specific page bearing such advertising as the signature including that page is traveling along said path, which location is spaced from any edge of said page by moving said burst piece in the same direction and at the same speed at which said signature is traveling, and adhesively securing a rear surface of a base section of said piece thereto,

positioning an additional one of said signatures which contains a page ~~having a page~~ that is consecutive with said specific page in juxtaposition therewith so that there is ~~adhesive~~ adherence thereto at the location of said pressure-sensitive adhesive,

completing the assembly of said magazine,

whereby said pop-up piece becomes adhesively attached between two facing consecutive pages to form a pop-up structure such that, when a recipient of the magazine opens same to spread said consecutive two pages, said pop-up piece assumes an attention-attracting three-dimensional configuration in direct association with said specific page having said relevant advertising printed thereupon.

14. (Currently Amended) The method of claim 13 wherein said piece carries said pressure-sensitive adhesive and a release coating at separate regions of said front surface and said pieces [is] are fed from a Z-folded stack arrangement to a burster which grasps said strip in regions that avoid contact with said pressure-sensitive adhesive.

15-20. Canceled.

21. (Currently Amended) A method of making magazines which include a pop-up structure wherein a flat single-sheet pop-up piece is operatively attached between facing pages, which method comprises:

printing a plurality of signatures which each include at least two pairs of consecutively numbered or designated pages and which are designed for saddle assembly to create a magazine, at least one specific page of said pairs carrying particular advertising,

conveying said signatures along a path as a part of ultimate saddle assembly of the magazine,

at a location adjacent said path, providing a continuous strip that is formed of a plurality of flat single-sheet pop-up pieces, interconnected head-to-tail, which pieces carry indicia related to said particular advertising and carry pressure-sensitive adhesive on front and rear surfaces thereof, said pieces being attached to one another in series as a strip with a line of weakness between adjacent pieces,

bursting each said piece along the line of weakness from the following piece in said strip,

moving said burst piece into juxtaposition with said signatures being conveyed so said piece is traveling in the same direction, and adhesively securing one adhesive-bearing surface of one of said burst pieces at a specific location on the one page or the facing page consecutive therewith as that page is traveling along said path,

positioning an additional one of said signatures which carries the other page of the two consecutive pages in juxtaposition therewith so that said other surface of said piece becomes attached thereto a result of adherence of said pressure-sensitive adhesive on the other surface of said piece, and

completing the assembly of said magazine wherein all the signatures are folded about said additional signature,

whereby said pop-up piece becomes adhesively attached between said two facing consecutive pages to form a pop-up structure such that, when a recipient of the magazine opens same to spread the two pages of said one pair, said pop-up piece assumes an attention-attracting three-dimensional configuration in association with the printed related advertising.

22. (Previously Presented) The method of claim 21 wherein said piece is secured to said one page at a location spaced from any edge thereof.

23. (Currently Amended) The method of claim 21 wherein said pieces in said continuous strip are stored in facing contact with one another and both said surfaces of each piece carry regions of release coating located to abut said pressure-sensitive adhesive on a facing piece ~~and wherein a leading piece from said continuous strip is burst therefrom prior to its being secured at said specific location.~~

24. (Previously Presented) The method of claim 23 wherein said continuous strip is fed from a Z-folded stack arrangement to a device located along said path that effects the bursting and placing of said leading piece.

25. Canceled.

26. (New) The method of claim 13 wherein each said piece has only a single die-cut slit which defines a leg along one edge thereof and which does not reach the edges of said strip.

27. (New) The method of claim 26 wherein a region of pressure-sensitive adhesive is carried on the front surface of said leg, and wherein said continuous strip carries regions of release coating on the front and rear surfaces of each piece and is fed

from a Z-folded stack arrangement to a device located along said path that effects the bursting and placing of said leading piece.

28. (New) The method of claim 26 wherein said signatures are being moved at a lineal speed sufficient to allow placement and securing of over 50,000 of said pieces per hour.

29. (New) The method of claim 26 wherein said piece is placed and adhesively secured in a manner to attach one piece to each said signature when said signatures are being moved at a lineal speed as high as 46 feet per second.

30. (New) The method of claim 21 wherein each said piece has only a single die-cut slit which defines a leg along one edge thereof and which does not reach the edges of said strip, wherein a region of pressure-sensitive adhesive is carried on the front surface of said leg and another region of pressure-sensitive adhesive is carried on the rear surface of said piece, wherein said continuous strip carries regions of release coating on the front and rear surfaces of each piece located to interface with said adhesive regions in either a roll format or a Z-folded stack arrangement.

31. (New) A method of making magazines which include a pop-up structure wherein a pop-up piece is operatively attached between facing pages, which method comprises:

printing a plurality of double-paginated ribbons on a web fed press, each of which includes at least two pairs of consecutively numbered or designated pages which are designed for assembly to create a magazine,

conveying said ribbons along a path as a part of the assembly of a magazine,

providing a plurality of similar flat pop-up pieces at a location adjacent said path, which pieces that are die-cut single sheets which carry pressure-sensitive adhesive on a front surface and on a rear surface, said pieces being attached to one another in series as a strip with a line of weakness between adjacent pieces,

bursting each said piece along the line of weakness from the following piece in said strip,

placing one of said burst pieces upon a specific location on a specific page on one said ribbon as it is traveling along said path, which location is spaced from any edge of said page, by moving said burst piece in the same direction that said ribbon is traveling and adhesively securing a rear surface of a base section of said piece thereto,

positioning an additional one of said ribbons which contains a page that is consecutive with said specific page in juxtaposition therewith so that there is adherence thereto at the location of said pressure-sensitive adhesive on said piece and,

completing the assembly of said magazine,

whereby said pop-up piece becomes adhesively attached between two facing consecutive pages to form a pop-up structure such that, when a recipient of the magazine opens same to spread said consecutive two pages, said pop-up piece assumes an attention-attracting three-dimensional configuration.

32. (New) The method of claim 31 wherein said piece carries said pressure-sensitive adhesive and a release coating at separate regions of said front surface and of said rear surface and said pieces are fed from a Z-folded stack arrangement to a burster which grasps said strip in regions that avoid contact with said pressure-sensitive adhesive.

33. (New) The method of claim 31 wherein each said piece has only a single die-cut slit which defines a leg along one edge thereof and which does not reach the edges of said strip.

34. (New) The method of claim 33 wherein said piece has a line of weakness that defines a triangular base panel.

35. (New) The method of claim 31 wherein each said piece has only a single die-cut slit which defines a leg along one edge thereof and which does not reach the edges of said strip, wherein a region of pressure-sensitive adhesive is carried on the front surface of said leg and another region of pressure-sensitive adhesive is carried on the rear surface of said piece, wherein said continuous strip carries regions of release coating on the front and rear surfaces of each piece located to interface with said adhesive regions in either a roll format or a Z-folded stack arrangement.

36. (New) The method of claim 35 wherein said piece has a line of weakness that defines a triangular base panel, and wherein said other region of pressure sensitive adherence is located on said triangular base panel.